

**Crafting**  
**a world of**  
**taste**



**NovaTaste**

# What is our ambition ...

## Vision

We aim to revolutionize the food industry through unforgettable taste sensations that bring joy to people's lives.

## Mission

We aim to provide unrivalled, innovative and comprehensive taste solutions that enhance the quality of our customers' products.



# Key Values



- **We care.** We respect people & planet through sustainable, safe, and inclusive actions.



- **We bring value.** We are close to our customers to provide the right solutions. We are their creative, innovative partner.



- **We own what we do.** We stay ahead by owning our issues, challenging the status quo and seeking excellence in everything we do.



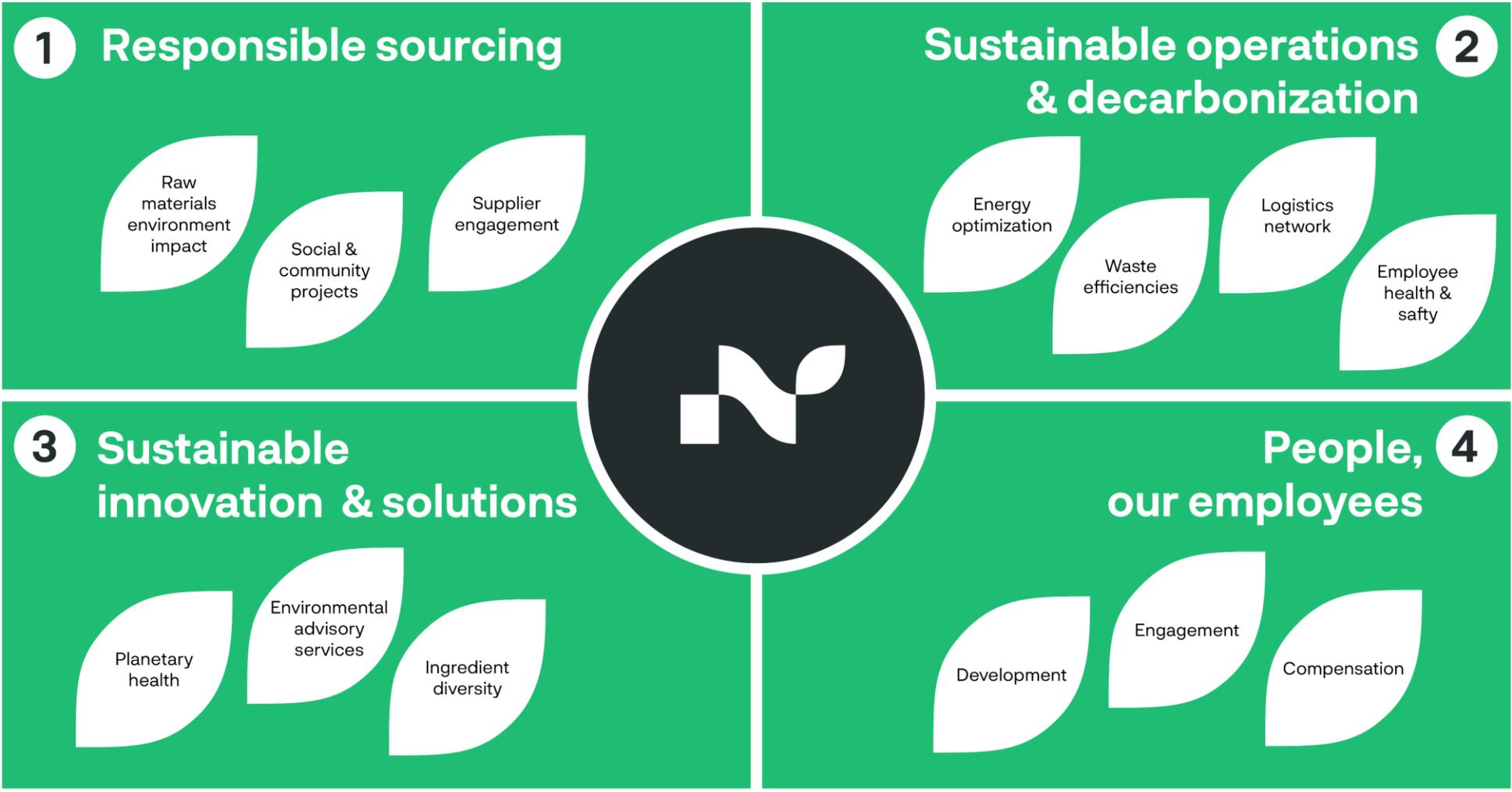
- **We win together.** We go further together. We collaborate on shared goals, making any success a team success.



- **We do what's right.** We take responsibility for our actions. We do what we say. Not because it's easy, but because it is right!



# Sustainability strategy – for planet & people



Enablers: Finance & IT, cross - functional engagement on ESG projects, risk, data, reporting, tools & trainings

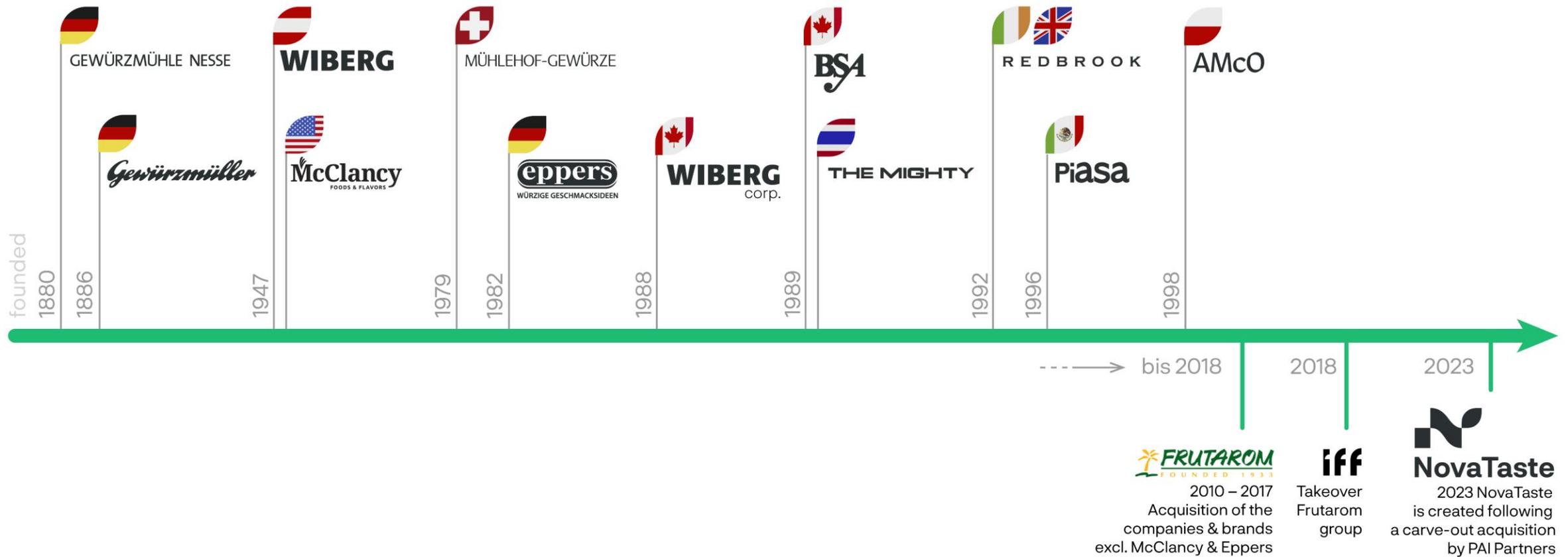


# NovaTaste

The way we are crafting the world of taste



# NovaTaste History



# NovaTaste Brands & Locations



# NovaTaste facts & figures global

 19 sites

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 25,000+ products

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 2,200+ employees

 sales in 90+ countries

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 11 pilot plants

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 16,000+ customers

# Customer segments



# Global Portfolio



**Spices & spice mixtures**



**Marinades**



**Functional ingredients**



**Food cultures**



**Casings**



**Plant based**



**Breadings**



**Dips & sauces**



# Global Portfolio



Heated meat products



Non-heated meat products



Convenience for meat



Convenience non-meat



Vegetarian/vegan



Fish



Dairy



Bakery



# Taste & function from a single source

## Key strength

- batch-sized blends (exclusivity possible)
- tailored to the specific needs (end products and processing)
- time- & cost-effective solutions (all in one products)
- wide range of raw materials
- high quality

Taste

Function

Special  
technology



# Our specials

- 1) BSA Wiberg, Canada
- 2) Piasa, Mexico
- 3) NovaTaste Europe

- machines & butcher equipment<sup>1</sup>
- sachets & blister<sup>2</sup>
- casings

- clean label
- plant based
- nutritional additives



- unique flavors
- liquid products
- solutions for gastronomy<sup>3</sup>

- yield/texture improvement
- shelf life extension
- functional ingredients
- food cultures

# Service



**Technical sales**  
supportive



**Products**  
customized



**R&D**  
innovative



**Laboratory**  
precise



**Food law**  
comprehensive



**Customer workshops**  
tailor made



**Team Inspiration**  
creative



**Crafting**  
**a world of**  
**taste**



**NovaTaste**